# DRB PROJECT NARRATIVE 658-PA-2004

This is an application for site plan and design approval for the neighborhood retail center at the northeast corner of 68th Street and Camelback Road, which recently received zoning approval in Case No. 10-ZN-2005. The proposed use, site plan and building design are in conformance with the General Plan and the zoning approval. The center is intended to provide neighborhood retail services to surrounding Downtown and Arcadia neighborhoods.

Both the site layout and architectural design are responsive to the Downtown Plan Urban design and Architectural Guidelines. The corner plaza and its dramatic urban building design create a gateway entry into the Downtown District. The 7,077 S.F. "Shops A" building presents a significant urban architectural statement at this important corner. Locating the building along Camelback and 68th Street provides a strong streetfront presence and screens the center's relatively small parking areas. Parking is further buffered by screen walls and landscaping. The second 13,023 S.F. "Shops B" building is located along the north property line adjacent to Scottsdale Fashion Square.

The center's wider than usual canopy treatment is intended to create internal covered walkways and plaza-like areas as pedestrian enhancement features. The generous shop-front canopies evoke a courtyard ambiance, as is encouraged in Downtown, and contribute to the pedestrian friendliness of the project. The entire site is connected to both Camelback and 68th Street with pedestrian walkways, and the shaded linear-plaza pedestrian areas created by the wide canopies as well as the pedestrian-oriented amenities between buildings and the curb will encourage people to meander, shop, relax and simply gather at their neighborhood center.

Consistent with Downtown Guidelines, the pedestrian character of Downtown is strengthened by these pedestrian circulation features and amenities. The proposed landscaping, benches, planters and other street furniture, decorative paving and ornamental lighting reinforce Downtown's people-oriented goals. The Downtown Guidelines also provide that new buildings must coexist with their neighbors and demonstrate consideration of the contextual influence of neighboring properties. This corner is at the edge of Downtown and the only corner within the Downtown District. For this reason, the site configuration and lower scale of the project is appropriate given the non-Downtown scale of adjacent residential and office uses to the west and south.

Direct and simple circulation in keeping with Downtown Guidelines is provided by a rights in-and-out only driveway on Camelback Road and a full access driveway north of median on 68<sup>th</sup> Street. The site plan features an internal pedestrian connection to Scottsdale Fashion Square in addition to broad pedestrian circulation elements along both street and shop frontages.

The architectural design is best described as "contemporary southwest" and uses variations in scale, colors, and materials to emphasize varied façade elements and the horizontal lines of the buildings. Steel canopies are used to provide shade along the pedestrian walkways. Steel, stone and concrete block are featured materials. The "contemporary southwest" urban design of the center complements Scottsdale Fashion Square and strengthens the integration of this corner parcel into the urban fabric of the Downtown District.

## PROJECT DATA

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## LEGAL DESCRIPTION

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# PROJECT DIRECTORY

#### OWNER

BULLINGTON FAMILY TRUST

#### ATTORNEY

EARL CORETY & LACADOR SIDE R. DONTAL HADLE SIDE 1930 PHODES, ARIZONA 35012 ATTN: 2199 LAGABOR PM. 502.265.2096

#### ARCHITECT

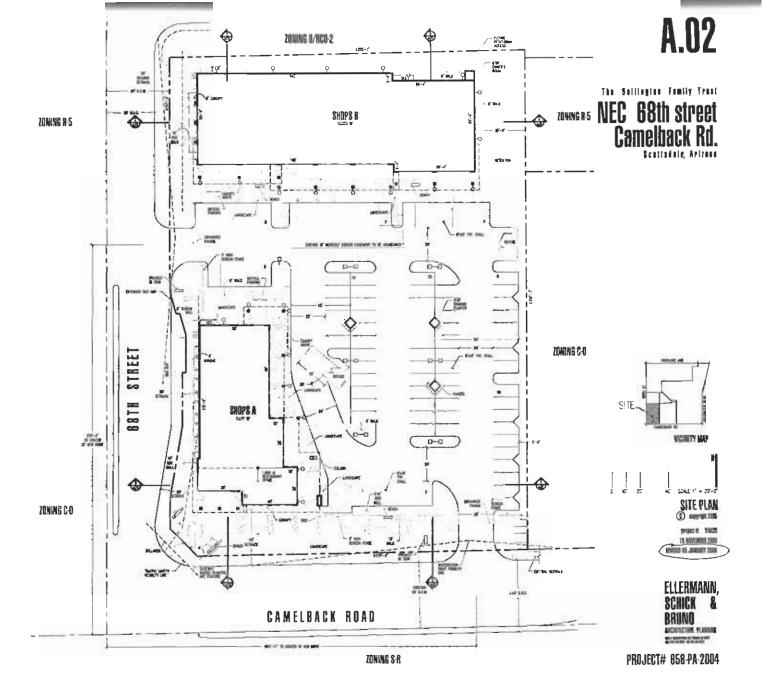
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#### BIVIL EMBINEER

DAY SHOUP, INC.
7740 N. NEW STREET, SAINE 100
PHODORS, ANDORSE 50020
ATTHO WIL SECREE C. SHOPSTAD, III
WH. 802,567,1000
PX. 102,567,1001

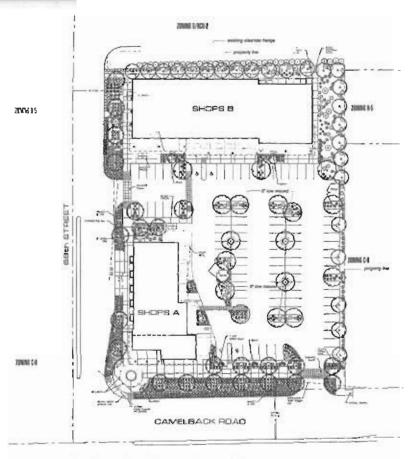
#### LANDSCAPE ARCHITECT

LASIN & ASSOCIATES, INC.
SILT N. 4019 STREET, DATE, 200
PRODUK, ARROWA & BOOM
ATTN, MR. HARDY LASIN
PM. BOLLMALTOT
TX. 802,444,5027



102-DR-2005

REV: 01/05/2006



#### CONCEPTUAL LANDSCAPE PLAN

#### Conceptual Landscape Notes

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PROJECT# 856-PA-2004



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NEC 68th street Camelback Rd.









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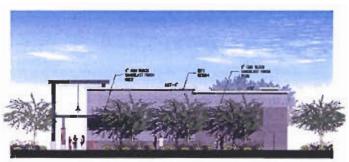
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EAST elevation



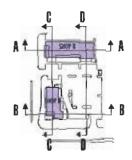


NORTH elevation

building B - ELEVATIONS
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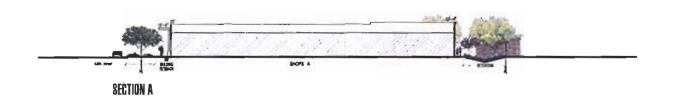




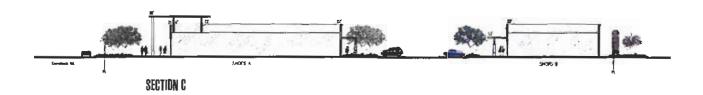




ELLERMANN, Schick & Bruno











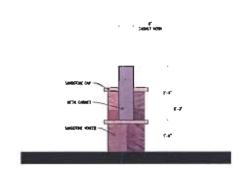
NEC 88th street Camelback Rd.





HOMONO, SON

SITE PLAN SCALE IT - 85'-C'



SIDE ELEVATION

MONUMENT SIGN PLAN

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ELLERMANN, SCHICK & Bruno



ELLERMANN, Schick & Bruno

PROJECT# 058-PA-2084